

MAIL TO:  
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# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2002 ANNUAL FINANCIAL REPORT (California Government Code Section 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

*Facter Direct, Ltd.*

*11500 West Olympic Blvd., Suite 540*

*Los Angeles, CA 90064*

Name and Address of Charitable Organization:

CT No. 110711 F.E.I.N. No. 54-0505888

*Colonial Williamsburg Foundation*

Name of Charity  
*134 North Henry Street*

Address of Charity  
*Williamsburg, VA 23187*

City, State, and ZIP Code of Charity

Figures from (check one): National Campaign ☐ California Campaign ☐

*Telemarketing*

(Type of Activity)

held (on) (from) 10/11/2, 20  , to 10/10/3, 20    
(Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)  
If other, provide brief explanation \_\_\_\_\_

Fee ☒ Percentage ☐  
Other ☐

### 1. REVENUE

- A. Cash contributions
- B. Entertainment sales or admission charges
- C. Sales from products
- D. Advertisement sales
- E. Membership fees
- F. Other sources: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

G. TOTAL REVENUE

431,462.00 A.  
\_\_\_\_ B.  
\_\_\_\_ C.  
\_\_\_\_ D.  
\_\_\_\_ E.  
\_\_\_\_ Fa.  
\_\_\_\_ Fb.  
\_\_\_\_ Fc.  
\_\_\_\_ Fd.

431,462.00 G.

### 2. EXPENSES

- A. Fees or commissions
- B. Salaries
- C. Payroll taxes
- D. Employee benefits
- E. Cost of merchandise for resale
- F. Cost of entertainment
- G. Postage
- H. Advertising
- I. Telephone
- J. Rental of equipment
- K. Facilities charge
- L. Permits
- M. Other expenses: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

N. TOTAL EXPENSES

\_\_\_\_ A.  
\_\_\_\_ B.  
\_\_\_\_ C.

**PLEASE SEE ATTACHED  
BREAKDOWN OF EXPENSES**

\_\_\_\_ J.  
\_\_\_\_ K.  
\_\_\_\_ L.  
\_\_\_\_ Ma.  
\_\_\_\_ Mb.  
\_\_\_\_ Mc.  
\_\_\_\_ Md.

213,462.00 N.

RECEIVED

APR 12 2004

Attorney General's  
Registry of Charitable Trusts

RECEIVED

JAN 15 2004

Attorney General's  
Registry of Charitable Trusts

410572

**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES****2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12500)

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3. Amount to Charity (subtract line 2N from line 1G) 217,800.00 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) — 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) — 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 217,800.00 6. ✓

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser)

Thomas Siegel

Printed Name

CVO

Title

11/19/03

Date

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

Signature of authorized officer/director (Charity)

Denise Kellogg

Printed Name

Director

Title

CW Fund 12/1/03

Date

Signature of authorized officer/director (Charity)

John S. Bacon

Printed Name

Senior Vice President and

Title

12/4/03

Date

Secretary

Factor Direct Ltd  
Campaign Expense Allocation

	\$	213,662.00
Printing	\$	4,961.36
Postage	\$	12,509.43
Telephone	\$	11,753.56
Payroll	\$	73,150.56
Employee benefits	\$	5,441.13
Rent	\$	11,670.63
Office manager	\$	25,325.45
Utilities	\$	2,666.47
Equipment	\$	2,581.96
Recruitment	\$	1,818.74
Computer Programming	\$	1,544.81
Office expenses	\$	48,117.39
P.S. Fee/Profit	\$	12,120.51
Total	\$	213,662.00